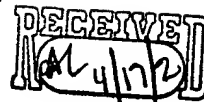


Official

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Amend A
#7
TID.
04/16/02

Applicants : Bezos, et al.) Group Art Unit 2165
Appl. No. : 09/377,322)
Filed : August 19, 1999)
For : USE OF CONTACT)
• INFORMATION TO ASSIST)
CUSTOMERS IN)
EVALUATING ITEMS)
Examiner : Naeem Haq)

AMENDMENT

United States Patent and Trademark Office
P.O. Box 2327
Arlington, VA 22202

Dear Sir:

In response to the Office Action mailed on March 1, 2002, please reconsider the above-referenced application in view of the following amendments and remarks.

IN THE TITLE:

Please change to title to: --PURCHASE NOTIFICATION SERVICE FOR ASSISTING
USERS IN SELECTING ITEMS FROM AN ELECTRONIC CATALOG--.

IN THE SPECIFICATION:

Please replace the paragraph beginning at page 2, line 13, with the following:

--One problem with the above-described methods is that they fail to take into consideration the level of acceptance the merchant's products have attained within specific user communities. As a result, products that are very popular within the communities to which the user belongs or is affiliated may never be called to the user's attention. For example, a programming book that has attained disparate popularity among Microsoft™ Corporation programmers may never be called to

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01 FC:103 558.00 CH

02 FC:102 252.00 CH

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